

## ORDER



KSDK

**Orders**  
**Order / Rev:** 704992  
**Alt Order #:** 06266025  
**Product Desc:** CROSSROADS GPS  
**Estimate:** 886  
**Flight Dates:** 08/08/12 - 08/14/12  
**Original Date / Rev:** 08/07/12 / 08/07/12  
**Order Type:** Political

**Primary AE:** Kristin Waskie  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Crossroads Media/ POL  
**Buying Contact:**  
**Billing Contact:**  
 88 Canal Center Plaza Suite 555  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Crossroads GPS  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/Presidential,IS-Candidate/U  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	66	\$103,650.00	\$88,102.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	66	\$103,650.00	\$88,102.50	0.00
<b>Totals</b>	<b>66</b>	<b>\$103,650.00</b>	<b>\$88,102.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
KSDK	46%	\$103,650.00
Market	100%	\$225,326.09

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
KDNL	1%	\$2,253.26
KETC	0%	\$0.00
KMOV	20%	\$45,065.22
KNLC	0%	\$0.00
KPLR	3%	\$6,759.78
KTVI	30%	\$67,597.83
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSDK	08/10/12	08/10/12	M-F 4P News News 5 at Four	CM	4-430P	----F--	:30	1	\$615.00	P-2	0.00	NM	1	\$615.00
NEWSCHANNEL 5 AT 4PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	----F--			1			\$615.00		0.00			
E 2	KSDK	08/10/12	08/10/12	M-F 430-5p Jeopardy	CM	430-5p	----F--	:30	1	\$785.00	P-1	0.00	NM	1	\$785.00

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 Estimate: 886  
**KSDK**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
JEOPARDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	----F--		1		\$785.00			0.00			
E 3	KSDK	08/10/12	08/10/12	M-F 5P News News Channel 5 at 5P	CM	5-530P ----F--	:30	1	\$1,575.00	P-1	0.00	NM	1	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	----F--		1		\$1,575.00			0.00			
E 4	KSDK	08/10/12	08/10/12	M-F 5-6A 5-6a	CM	5-6A ----F--	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	----F--		1		\$350.00			0.00			
E 5	KSDK	08/10/12	08/10/12	M-F 6P News News Channel 5 at 6P	CM	6-630P ----F--	:30	1	\$1,700.00	P-1	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	----F--		1		\$1,700.00			0.00			
E 6	KSDK	08/10/12	08/10/12	M-F 6-7A 6-7a	CM	6-7A ----F--	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	----F--		1		\$900.00			0.00			
E 7	KSDK	08/13/12	08/13/12	LN (M-F) LN (M-F)	CM	10-1035p M-----	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	M-----		1		\$2,500.00			0.00			
E 8	KSDK	08/13/12	08/13/12	M-F 10-11A News at 10am	CM	10-11A M-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	M-----		1		\$250.00			0.00			
E 9	KSDK	08/13/12	08/13/12	M-F 1230-1p Show Me St. Louis	CM	1230-1p M-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	M-----		1		\$400.00			0.00			
E 10	KSDK	08/13/12	08/13/12	M-F Noon News Noon News	CM	12-1230p M-----	:30	1	\$560.00	P-1	0.00	NM	1	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	M-----		1		\$560.00			0.00			
E 11	KSDK	08/13/12	08/13/12	M-F 3-4p Ellen	CM	3-4p M-----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	M-----		1		\$600.00			0.00			
E 12	KSDK	08/13/12	08/13/12	M-F 4P News News 5 at Four	CM	4-430P M-----	:30	1	\$615.00	P-2	0.00	NM	1	\$615.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	M-----		1		\$615.00			0.00			
E 13	KSDK	08/13/12	08/13/12	M-F 430-5p Jeopardy	CM	430-5p M-----	:30	1	\$785.00	P-1	0.00	NM	1	\$785.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	M-----		1		\$785.00			0.00			
E 14	KSDK	08/13/12	08/13/12	M-F 5P News News Channel 5 at 5P	CM	5-530P M-----	:30	1	\$1,575.00	P-1	0.00	NM	1	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	M-----		1		\$1,575.00			0.00			

NEWSCHANNEL 5 @ 5P

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	KSDK	08/13/12	08/13/12	M-F 5P News News Channel 5 at 5P	CM	5-530P M-----	:30	1	\$1,575.00	P-1	0.00	NM	1	\$1,575.00
NEWSCHANNEL 5 @ 5P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----				1	\$1,575.00		0.00			
E 15	KSDK	08/13/12	08/13/12	M-F 5-6A 5-6a	CM	5-6A M-----	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
TODAY IN ST. LOUIS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----				1	\$350.00		0.00			
E 16	KSDK	08/13/12	08/13/12	M-F 6P News News Channel 5 at 6P	CM	6-630P M-----	:30	1	\$1,700.00	P-1	0.00	NM	1	\$1,700.00
NEWSCHANNEL 5 @ 6P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----				1	\$1,700.00		0.00			
E 17	KSDK	08/13/12	08/13/12	M-F 6-7A 6-7a	CM	6-7A M-----	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
TODAY IN ST. LOUIS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----				1	\$900.00		0.00			
E 18	KSDK	08/13/12	08/13/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P M-----	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
WHEEL OF FORTUNE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----				1	\$1,800.00		0.00			
E 19	KSDK	08/13/12	08/13/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A M-----	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
2012 OLYMPICS TODAY7/30/12 - 8/10/														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----				1	\$900.00		0.00			
E 20	KSDK	08/13/12	08/13/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A M-----	:30	1	\$560.00	P-1	0.00	NM	1	\$560.00
TODAY SHOW II														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----				1	\$560.00		0.00			
E 21	KSDK	08/11/12	08/11/12	Olympic Late News Olympics Late News	CM	Various -----S-	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00
2012 OLYMPICS NWS @11P7/28/12 - 8/														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S-				1	\$3,500.00		0.00			
E 22	KSDK	08/11/12	08/11/12	Sat 5p News Channel 5 at 5P Sat	CM	5-530P -----S-	:30	1	\$785.00	P-1	0.00	NM	1	\$785.00
NEWS 5 AT 5														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S-				1	\$785.00		0.00			
E 23	KSDK	08/11/12	08/11/12	Olympics Zone Olympics Zone	CM	Olympics Zone -----S-	:30	1	\$3,400.00	P-1	0.00	NM	1	\$3,400.00
NWS CHNL 5 OLYMPIC ZONE7/28/12 - 8/														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S-				1	\$3,400.00		0.00			
E 24	KSDK	08/12/12	08/12/12	Olympics Cntdwn to Clos Countdown to Closing	CM	6-7p -----S	:30	1	\$7,500.00	P-1	0.00	NM	1	\$7,500.00
OLYMPIC PRIME														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S				1	\$7,500.00		0.00			
E 25	KSDK	08/12/12	08/12/12	Olympics Weekend 6-9a Olympics Weekend DT	CM	Olympics Weekenc -----S	:30	1	\$2,250.00	P-1	0.00	NM	1	\$2,250.00
2012 OLYMPICS WKND 6-9A7/28/12 - 8/														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S				1	\$2,250.00		0.00			
E 26	KSDK	08/09/12	08/09/12		CM	Various ---T---	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00

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KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Olympic Late News Olympics Late News														
2012 OLYMPICS NWS @11P7/28/12 - 8/														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	---T---				1	\$3,500.00		0.00			
E 27	KSDK	08/09/12	08/09/12	M-F 4P News News 5 at Four	CM	4-430P ---T---	:30	1	\$615.00	P-2	0.00	NM	1	\$615.00
NEWSCHANNEL 5 AT 4PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	---T---				1	\$615.00		0.00			
E 28	KSDK	08/09/12	08/09/12	M-F 430-5p Jeopardy	CM	430-5p ---T---	:30	1	\$785.00	P-1	0.00	NM	1	\$785.00
JEOPARDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	---T---				1	\$785.00		0.00			
E 29	KSDK	08/09/12	08/09/12	M-F 5P News News Channel 5 at 5P	CM	5-530P ---T---	:30	1	\$1,575.00	P-1	0.00	NM	1	\$1,575.00
2012 OLY 5PM EARLY NWS7/30/12 - 8/														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	---T---				1	\$1,575.00		0.00			
E 30	KSDK	08/09/12	08/09/12	M-F 5-6A 5-6a	CM	5-6A ---T---	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
TODAY IN ST. LOUIS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	---T---				1	\$350.00		0.00			
E 31	KSDK	08/09/12	08/09/12	M-F 6P News News Channel 5 at 6P	CM	6-630P ---T---	:30	1	\$1,700.00	P-1	0.00	NM	1	\$1,700.00
2012 OLY 6PM EARLY NWS7/30/12 - 8/														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	---T---				1	\$1,700.00		0.00			
E 32	KSDK	08/09/12	08/09/12	M-F 6-7A 6-7a	CM	6-7A ---T---	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
TODAY IN ST. LOUIS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	---T---				1	\$900.00		0.00			
E 33	KSDK	08/09/12	08/09/12	Olympics Zone Olympics Zone	CM	Olympics Zone ---T---	:30	1	\$3,400.00	P-1	0.00	NM	1	\$3,400.00
NWS CHNL 5 OLYMPC ZONE7/28/12 - 8/														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	---T---				1	\$3,400.00		0.00			
E 34	KSDK	08/14/12	08/14/12	M-F 10-11A News at 10am	CM	10-11A -T-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
NEWSCHANNEL 5 AT 10AM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-T-----				1	\$250.00		0.00			
E 35	KSDK	08/14/12	08/14/12	M-F 1230-1p Show Me St. Louis	CM	1230-1p -T-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
SHOW ME ST. LOUIS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-T-----				1	\$400.00		0.00			
E 36	KSDK	08/14/12	08/14/12	M-F Noon News Noon News	CM	12-1230p -T-----	:30	1	\$560.00	P-1	0.00	NM	1	\$560.00
NEWSCHANNEL 5 AT NOON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-T-----				1	\$560.00		0.00			
E 37	KSDK	08/14/12	08/14/12	M-F 3-4p Ellen	CM	3-4p (3:00 PM-4:00 PM) -T-----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-T-----				1	\$600.00		0.00			
E 38	KSDK	08/14/12	08/14/12		CM	4-430P -T-----	:30	1	\$615.00	P-2	0.00	NM	1	\$615.00

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M-F 4P News News 5 at Four NEWSCHANNEL 5 AT 4PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12    08/19/12    -T-----            1    \$615.00    0.00														
E 39	KSDK	08/14/12	08/14/12	M-F 430-5p Jeopardy	CM	430-5p -T-----	:30	1	\$785.00	P-1	0.00	NM	1	\$785.00
JEOPARDY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12    08/19/12    -T-----            1    \$785.00    0.00														
E 40	KSDK	08/14/12	08/14/12	M-F 5P News News Channel 5 at 5P	CM	5-530P -T-----	:30	1	\$1,575.00	P-1	0.00	NM	1	\$1,575.00
NEWSCHANNEL 5 @ 5P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12    08/19/12    -T-----            1    \$1,575.00    0.00														
E 41	KSDK	08/14/12	08/14/12	M-F 5-6A 5-6a	CM	5-6A -T-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
TODAY IN ST. LOUIS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12    08/19/12    -T-----            1    \$350.00    0.00														
E 42	KSDK	08/14/12	08/14/12	M-F 6P News News Channel 5 at 6P	CM	6-630P -T-----	:30	1	\$1,700.00	P-1	0.00	NM	1	\$1,700.00
NEWSCHANNEL 5 @ 6P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12    08/19/12    -T-----            1    \$1,700.00    0.00														
E 43	KSDK	08/14/12	08/14/12	M-F 6-7A 6-7a	CM	6-7A -T-----	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
TODAY IN ST. LOUIS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12    08/19/12    -T-----            1    \$900.00    0.00														
E 44	KSDK	08/14/12	08/14/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P -T-----	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
WHEEL OF FORTUNE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12    08/19/12    -T-----            1    \$1,800.00    0.00														
E 45	KSDK	08/14/12	08/14/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A -T-----	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
2012 OLYMPICS TODAY7/30/12 - 8/10/ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12    08/19/12    -T-----            1    \$900.00    0.00														
E 46	KSDK	08/14/12	08/14/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A -T-----	:30	1	\$560.00	P-1	0.00	NM	1	\$560.00
TODAY SHOW II <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12    08/19/12    -T-----            1    \$560.00    0.00														
E 47	KSDK	08/08/12	08/08/12	Olympic Late News Olympics Late News	CM	Various --W----	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00
2012 OLYMPICS NWS @11P7/28/12 - 8/ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/06/12    08/12/12    --W----            1    \$3,500.00    0.00														
E 48	KSDK	08/08/12	08/08/12	M-F 4P News News 5 at Four	CM	4-430P --W----	:30	1	\$615.00	P-1	0.00	NM	1	\$615.00
NEWSCHANNEL 5 AT 4PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/06/12    08/12/12    --W----            1    \$615.00    0.00														
E 49	KSDK	08/08/12	08/08/12	M-F 430-5p Jeopardy	CM	430-5p --W----	:30	1	\$785.00	P-1	0.00	NM	1	\$785.00
JEOPARDY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/06/12    08/12/12    --W----            1    \$785.00    0.00														
E 50	KSDK	08/08/12	08/08/12		CM	5-530P --W----	:30	1	\$1,575.00	P-1	0.00	NM	1	\$1,575.00

Order / Rev: 704992  
 Alt Order #: 06266025  
 Flight Dates: 08/08/12 - 08/14/12

Advertiser: Crossroads GPS  
 Product Desc: CROSSROADS GPS  
 Estimate: 886

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 5P News News Channel 5 at 5P 2012 OLY 5PM EARLY NWS7/30/12 - 8/ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/06/12 08/12/12 --W---- 1 \$1,575.00 0.00														
E 51	KSDK	08/08/12	08/08/12	M-F 5-6A 5-6a	CM	5-6A --W----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
TODAY IN ST. LOUIS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/06/12 08/12/12 --W---- 1 \$350.00 0.00														
E 52	KSDK	08/08/12	08/08/12	M-F 6P News News Channel 5 at 6P 2012 OLY 6PM EARLY NWS7/30/12 - 8/ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/06/12 08/12/12 --W---- 1 \$1,700.00 0.00	CM	6-630P --W----	:30	1	\$1,700.00	P-1	0.00	NM	1	\$1,700.00
E 53	KSDK	08/08/12	08/08/12	Olympics Zone Olympics Zone NWS CHNL 5 OLYMPC ZONE7/28/12 - 8/ <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/06/12 08/12/12 --W---- 1 \$3,400.00 0.00	CM	Olympics Zone --W----	:30	1	\$3,400.00	P-1	0.00	NM	1	\$3,400.00
E 54	KSDK	08/09/12	08/09/12	Olympics Late Fringe Olympics Late Fringe OLYMPIC LATE FRINGE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/06/12 08/12/12 ---T--- 1 \$2,800.00 0.00	CM	Olympics Late Frin--T---	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
E 55	KSDK	08/10/12	08/10/12	M-F 3-4p Ellen ELLEN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/06/12 08/12/12 ----F-- 1 \$600.00 0.00	CM	3-4p ----F-- (3:00 PM-4:00 PM)	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
E 56	KSDK	08/10/12	08/10/12	Olympics Zone Olympics Zone OZONE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/06/12 08/12/12 ----F-- 1 \$3,400.00 0.00	CM	Olympics Zone ----F--	:30	1	\$3,400.00	P-1	0.00	NM	1	\$3,400.00
E 57	KSDK	08/11/12	08/11/12	Sat 6-7A Sat 6-7A NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/06/12 08/12/12 -----S- 1 \$450.00 0.00	CM	6-7A -----S-	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
E 58	KSDK	08/11/12	08/11/12	SAT TDY NBC Today Show (Sa) TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/06/12 08/12/12 -----S- 1 \$785.00 0.00	CM	7-8a -----S- (7:00 AM-8:00 AM)	:30	1	\$785.00	P-1	0.00	NM	1	\$785.00
E 59	KSDK	08/11/12	08/11/12	SAT TDY NBC Today Show (Sa) NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/06/12 08/12/12 -----S- 1 \$785.00 0.00	CM	8-9a -----S- (8:00 AM-9:00 AM)	:30	1	\$785.00	P-1	0.00	NM	1	\$785.00
E 60	KSDK	08/11/12	08/11/12	Sat 6p News Channel 5 at 6P Sat NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/06/12 08/12/12 -----S- 1 \$900.00 0.00	CM	6-630P -----S-	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
E 61	KSDK	08/11/12	08/11/12	Olympics Weekend 9-12PM Olympics Weekend DT OLYMPICS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/06/12 08/12/12 -----S- 1 \$3,000.00 0.00	CM	Olympics Weekenc-----S-	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
E 62	KSDK	08/12/12	08/12/12		CM	Olympics Weekenc-----S	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00

KSDK